

**CITY OF KINGMAN
TOURISM DEVELOPMENT COMMISSION
City Council Chambers
310 N. 4th Street - Kingman, Arizona
7:30 A.M. Thursday, November 3, 2016**

7:30 A.M.

**Regular Meeting
MINUTES**

Thursday, November 3, 2016

Commissioners Present:	Staff:	Visitors Signing In:
Krystal Burge, Chair	Josh Noble, Tourism Director and Staff Liaison	See Attached
Thomas Spear, Vice-Chair ---ABSENT	Tina Moline, Finance Director	
Jan Davis, Commissioner	Burley Hambrick, Project Manager	
Theresa Evans, Commissioner	John Dougherty, City Manager	
Angela Patterson, Commissioner	Sydney Muhle, City Clerk and Recording Secretary	
Harley Pettit, Commissioner --- ABSENT		

REGULAR MEETING MINUTES

CALL TO ORDER AND ROLL CALL: Chair Burge called the meeting to order at 7:32 A.M. All commission members were present except Vice Chairperson Spear and Commissioner Pettit who were absent.

1. APPROVAL OF MINUTES

a. The Regular Meeting Minutes of August 4, 2016

Commissioner Evans made a MOTION to APPROVE the Regular Meeting Minutes of August 4, 2016. Commissioner Davis SECONDED and it was APPROVED by a vote of 4-0.

- 2. CONSIDERATION OF PUBLIC COMMENTS:** Those wishing to address the Commission should fill out request forms in advance. Action taken as a result of public comment will be limited to directing staff to study the matter or rescheduling the matter for consideration and decision at a later time. Comments from the public will be restricted to items not on the agenda. There will be no comments allowed that advertise for a particular person or group. Comments should be limited to no longer than three minutes.

There were no public comments.

3. REPORTS

a. REPORT BY TINA MOLINE ON HOTEL REVENUES

Finance Director Tina Moline addressed the commission and provided the figures from her report on hotel revenues. A copy of her report has been attached to these minutes. Ms. Moline gave a summary of the revenue collected and noted that there were discrepancies due to delinquent filings. She also noted an additional increase due to a new hotel opening.

b. REPORT BY JOSH NOBLE ON MONTHLY STR HOTEL DATA

Tourism Director Josh Noble provided data from the STR Hotel report highlighting figures from August and September. He reminded that a hard copy of the report could not be provided to the commission due to distribution rights for the report. He noted that the numbers are steady and highlighted several events which brought increases.

Chairperson Burge asked for background regarding the impact of the rodeo.

Mr. Noble said that impact was positive and the area saw a 90-percent occupancy rate which is nearly what is seen for the Fun Run.

Chairperson Burge noted that the report seems to be helping.

c. REPORT BY JOSH NOBLE ON REQUESTED TDC GOALS WORKSHOP

Mr. Noble said that this item was requested by the commission at the last meeting. He said that the commission would work on setting this at the next regular meeting.

Chairperson Burge suggested that the commission may be able set a date after the January meeting that would work and the rest of the commission agreed. Chairperson Burge requested that this item be on the agenda in January.

4. OLD BUSINESS

None.

5. NEW BUSINESS

a. Review and Acceptance of Kingman Railroad Club Quarterly Report for the Months of July, August and September

Members of the Whistle Stop Railroad Club will present their quarterly report regarding activities of the Kingman Railroad Museum.

Whistle Stop Railroad Club Treasurer Lorraine Brownfield addressed the Commission and provided revenue figures for the previous quarter. She said that the museum is seeing an increase and highlighted activities that the club has been involved in. She said that the group is gathering a lot of things from the

Operation Lifesaver training on train safety. She said that that the club may take additional training so that they can go into the schools to present information.

Chairperson Burge said that the Commission appreciated the club's commitment as volunteers and noted that without their help the community would not be able to offer this.

Commissioner Evans said that the group will enjoy the Operation Lifesaver training and it is a comprehensive program.

Ms. Brownfield said that this will allow the group to expand into the schools.

Commissioner Patterson asked if the group had any paper handouts about the museum.

Ms. Brownfield said that they do.

Chairperson Burge asked that the club to bring some for the Commission to see.

Commissioner Patterson asked if the Powerhouse had these handouts.

Mr. Noble said that they do.

Chairperson Burge said that the Commission wants to market anything that the group has.

Commissioner Patterson noted on that on the expense report it should show the bottom line.

Chairperson Burge said that this would be helpful to make sure that the group is receiving the funds that they need.

Ms. Brownfield said that the group just spent over \$500 on advertisements.

Chairperson Burge said that this was helpful to see.

Commissioner Patterson asked if the City covers all of the utilities for the museum and was told that it does.

Chairperson Burge said that in the future it would be helpful to see a financial statement showing costs so that the commission can see if there are areas where they are not helping. She said that the commission wants to make sure the club has continued success and asked that they come back every quarter. She said that it would be nice to see all of the expenses to see if the commission can help.

Commissioner Patterson said that if the club's activities are costing money the commission would like to help.

Chairperson Burge said that the commission and club were partnering together for the funding mechanism.

Commissioner Davis made a MOTION to ACCEPT the Kingman Railroad Club Quarterly Report. Commissioner Evans SECONDED and it was APPROVED by a vote of 4-0.

b. Review and recommendation regarding Kingman Railroad Museum agreement renewal

The Whistle Stop Railroad Club is requesting a renewal of their operating agreement at the Kingman Railroad Museum and Depot.

Mr. Noble said that Public Works Director Rob Owen sent over the contract and discussed the changes.

Commissioner Patterson made a MOTION to ACCEPT the renewal of the operating agreement with the Whistle Stop Railroad Club. Commissioner Davis SECONDED and it was APPROVED by a vote of 4-0.

c. Review and Acceptance of Kingman Circle first Quarterly Report by Ignite Marketing

Ignite Marketing representatives will present their first quarterly report regarding the marketing activities for KingmanCircle.com for the months of August, September, and October.

Liza Noland of Ignite Marketing presented a PowerPoint presentation and gave a summary of each slide. A copy of the presentation has been attached to these minutes. Ms. Noland provided a summary of the web traffic and advertisement for this project. She said that she represented the city at a recent conference and received an award for that. She also discussed articles that have been written regarding this project and additional accomplishments.

Commissioner Patterson made a MOTION to ACCEPT the first quarterly report by Ignite Marketing. Commissioner Evans SECONDED and it was APPROVED by a vote of 4-0.

d. Presentation from Frontier Communications regarding Downtown Parks and Downtown Commerce Wi-Fi

Frontier Communications would like to present the possibility of a Downtown Parks and Downtown Commerce Wi-Fi. The system would be a customized Wi-Fi solution that would enhance the tourist's experience in Kingman. Staff is seeking a recommendation on whether or not to pursue this project.

Bill Sisson of Frontier Communications gave a PowerPoint presentation and provided a summary of each slide. A copy of the presentation has been attached to these minutes.

Chairperson Burge clarified that this appears to cover the area around railroad park and asked if it covered other areas.

Councilmember and Frontier representative Mark Abram addressed the commission and said that this proposal would be set up any way the City would want.

Chairperson Burge said that she would like to have the Sounds of Kingman included in this.

Commissioner Evans said that there seems to be a dead spot between Mr. D's restaurant and Third Street and asked if this could be covered as there are businesses there too.

Mr. Sisson said that the business there is a transmission shop. He said that they are looking at two different projects.

Chairperson Burge said that this was looking at tourism in the downtown area and parks. She said that the businesses have wifi.

Ms. Sisson said that this would be street level coverage only.

Chairperson Burge asked if Frontier Communications can bring back costs for this.

Mr. Sisson said that they wanted to see if this was something the commission wanted to visit and can bring back costs.

Mr. Noble said that Frontier Communications contacted him to provide this. He said that knowing the commission is working on several goals he thought this would be beneficial. He said that this item was to see if this would align with the commission's goals.

Commissioner Patterson said that she still had questions about the product and said that people get data on their phones.

Mr. Sisson said that phones automatically connect to wifi and the City will be able to bring a splash page up to show people what is in the area.

Chairperson Burge asked who would manage this and if it would be valuable to attach this to Kingman Circle.

Mr. Sisson said that Frontier would manage the wifi.

Chairperson Burge said that the commission has spent money on Kingman Circle to promote Kingman and wondered if there would be a working arrangement to tie things together.

Mr. Sisson said that Frontier does not want to conflict with other projects.

Chairperson Burge said that the City wants to have value for its guests.

Commissioner Evans said that she would like to see it encompass the entire downtown area.

Commissioner Patterson asked if it would penetrate walls into businesses.

Mr. Sisson said that it would not and would only be available on the street.

Mr. Abram said that the goal of this is for tourists and not to have businesses get free wifi. He said that this is to help people on the street understand what is in Kingman and when a tour bus stops this will help show everything else that is available.

Chairperson Burge said that there is a walking tour and it is important that that is included. She said that the opportunity for this technology would improve the tour.

Mr. Abram said that they can set up two maps knowing the important areas. He said that their position was to pick two critical areas and then they can go from there.

Chairperson Burge said that she felt the park was critical and asked if the commission was interested.

Commissioner Evans said that this was a good idea for tourists and locals as this can help new people. She said that she would like to go forward with this.

Commissioner Davis agreed.

Commissioner Patterson said that she would like to wait until after the workshop was held.

An unidentified person in the audience asked if this will be able to track tourists.

Mr. Sisson said that it would be able to and can track both traffic and usage.

Chairperson Burge said that she would like to see this with the cost figures associated. She noted that the park was near the Powerhouse and that the commission is working through a lot of different offers.

6. **ANNOUNCEMENTS BY COMMISSIONERS**—Limited to announcements, availability or attendance at conferences and seminars, requests for agenda items for future meetings and requests for reports from staff. No discussion on any of these items.

There were no announcements.

7. **ADJOURNMENT**

Commissioner Evans made a MOTION to ADJORN. Commissioner Patterson SECONDED and it was APPROVED by a vote of 4-0.

ADJOURNMENT --- 8:19 A.M.

APPROVED:

Kristal Burge
TDC Chairperson

STATE OF ARIZONA)
COUNTY OF MOHAVE) ss:
CITY OF KINGMAN)

CERTIFICATE OF TDC MINUTES

I, Sydney Muhle, City Clerk and Recording Secretary of the City of Kingman, Arizona, hereby certify that the foregoing Minutes are a true and correct copy of the Regular Meeting Minutes of the Tourism Development Commission held on November 3rd, 2016.

Dated this 9th day of March, 2017.

Sydney Muhle
City Clerk and Recording Secretary